

**INITIAL FEASIBILITY STUDY/EXECUTIVE SUMMARY
ASSESSMENT FOR PORTERVILLE CAMPUS**

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REVIEW THE NEED FOR ESTABLISHMENT OF NEW CAMPUS IN PORTERVILLE

- Provide current data on population, employment numbers and unemployment rates
- Provide data on the educational attainment rates for the County and major cities
- Provide data on current competition in the City for the Medical Assisting, Medical Office Administration and Business Administration
- Provide data on projected employment needs

**QUICK FACTS- CITY of PORTERVILLE and COUNTY OF TULARE
POPULATION and EDUCATIONAL ATTAINMENT**

As of 2014, the UW Census estimated that Porterville had a population of 55,466.ⁱ The US Census reports that as of 2013, only 10.57% of the population of the city of Porterville has earned a college education with a Bachelor's Degree or higher.ⁱⁱ This is much lower than the State of California average of just 30% of the over 25 year olds holding a degree at this level. The level of High School completion in the City of Porterville is 68.9% which is also much lower than the State of California high school graduation rate of 81.2%.

Within the County of Tulare, the US Census estimates that the population is now at least 458,198.ⁱⁱⁱ The percentages of people with a bachelor's degree or higher in Tulare County is also much lower than the State of California average, the rate for the County as a whole is only 13.3% for those with a bachelor's or higher degree, compared to the State at 30.7%.

The California State Department of Finance published updated educational data for 2014 for all cities and counties in the State. See the following table for specific details on type of degree, and percentages of completion within the City of Porterville and the County of Tulare.^{iv}

Type of Degree	Percentage of Population with Degrees in Tulare County	Percentage of Population with Degrees in the City of Porterville
Associate Degree	7.5%	7.2%
Bachelor's Degree	8.9%	7.4%
Some College, but no degree	22.3%	23.7%

EMPLOYMENT STATISTICS

As of December 2015, Tulare County has an unemployment rate of 12.2%. Porterville is the third largest City in the county of Tulare. The City of Porterville has a current unemployment rate of 12.7%.^v

Current data from the Employment Development Department reports that 24,100 adults are unemployed out of a labor force of 197,000 people in the County of Tulare. The table below illustrates the number of available adults for training and educational experience in this County.^{vi}

Area Name	Labor Force	Employment	Unemployment Number	Percentage Rate
County of Tulare	197,000	172,900	24,100	12.2%
Porterville	23,000	20,100	2,900	12.7%

EXISTING COMPETITION IN PORTERVILLE

The City of Porterville is the home of just one main public educational choice: the California Community College- Porterville College^{vii}; and very few other smaller private programs.

Between IPEDS listing for the City of Porterville and the State Approved Eligible Training Provider Listing (ETPL) there are currently 28 approved training providers for the County of Tulare, but only one institution that offers financial aid for certificate and degree training in the city of Porterville.^{viii} Of all the training providers listed on the ETPL in Tulare County only two of the 28 are in direct competition for these SJVC programs.^{ix}

The following table includes the names of Colleges that are direct competition to SJVC as well as the type of training options, eligibility for financial aid and if they qualify for voucher payments from the EDD.^x

Location	Training Provider	Program Offerings	Level of Training	IPEDS – Financial Aid Available	Eligible Training Provider (voucher available form WIB)
Porterville	Porterville College- public Junior College	Business, Health, Technical	Certificate and Degrees	Yes	Yes
Porterville	Proteus- non profit	Business, Health	Certificate only	No	Yes

INDIVIDUAL PROGRAM COMPETITION BY DIVISION

BUSINESS DIVISION

The following chart lists the competition for business courses in Porterville, including the cost and number of graduates for the year of 2013-2014.^{xi}

School/College	Type of Program	Cost of Program	# of grads- IPEDS 2013-2014
Porterville College	Business Admin and Management - General	\$46 per unit	32 Degrees
Porterville College	Accounting	\$46 per unit	1 Cert
Porterville College	Administration	\$46 per unit	2 Cert
Proteus	General Office Occupations	NA	NA

MEDICAL DIVISION

For students interested in the medical assisting field there are no current training options in the City of Porterville. Students have to drive to Visalia or Delano in order to take a course.

EMPLOYMENT PREDICTIONS

OCCUPATIONS WITH THE MOST JOB OPENINGS - Tulare County ^{xii} 2012-2022

Labor Market Research is performed by the State Employment Development Department in 10 year increments for each county or designated metropolitan service area (MSA). Data is not tracked within individual cities for this specific report. Data in the follow table includes employment information for both Visalia and Porterville MSA.

When researching employment options with the most openings for the Business Administration Degree and Certificate, the following occupational titles are all included in EDD listing for occupations with the most job openings for Tulare County. The following table illustrates the SOC Code, the number of openings over a 10 year range, median hourly salary and level of education and training required for the job.^{xiii} The following listing is just a partial listing of employment options for graduates of the Business Administration program at SJVC.

Business Job Projections

Occupational Title	SOC Code	Total openings from 2012-2022	Median Hourly Salary	Entry Level Education	Work Experience	Required Training
Office Clerks, General	43-9061	800	\$13.55	High School or =	None	Short Term Training/OJT
Secretaries and Administrative Assistants	43-6014	670	\$15.10	High School or =	None	Short Term Training/OJT
Bookkeeping, Accounting and Auditing Clerks	43-3031	550	\$16.84	High School or =	None	Moderate Term Training/OJT
Customer Service Representatives	43-4051	640	\$14.77	High School or =	None	Short Term Training/OJT
Receptionist and Information Clerks	43-4171	360	\$11.74	High School or =	None	None Short Term Training/OJT
Job Totals:		3,020				

Health Care Job Projections

The employment projections for both front and back office medical assistants are projected to grow extensively over the 10 years most recently studied by the Department of Employment Development. Both of these classifications are listed on the EDD projected listing of occupations with the most job openings for Tulare County. Jobs for Medical Secretaries (front office openings) are expected to grow by 51% over the time frame of 2012 to 2022.^{xiv} The field of Medical Assisting is expected to grow by 45.3% over the 10 year period of 2012 to 2022.^{xv}

Occupational Title	SOC Code	Total openings from 2012-2022	Annual openings due to growth	Annual openings due to turn over	Total Annual Openings	Required Training
Medical Secretaries	43-6013	600	48	12	60	High School or equivalent
Medical Assistants	31-9092	490	35	14	49	Post -Secondary, non-degree

POTENTIAL STUDENT RECRUITMENT FOR PORTERVILLE

There are 11 high schools in the City of Porterville that could potentially attract graduates to a local San Joaquin Valley College campus. The table below shows details on the number of upcoming graduates in their junior and senior years of the high school for the top six largest student bodies.^{xvi}

City of Campus	Name of High School	11 th Grade Students	12 th Grade Students	Total within 1 to 2 years of graduation
Porterville	Butterfield Charter High	121	120	241
Porterville	Citrus High	61	124	185
Porterville	Granite Hills High	257	214	471
Porterville	Harmony Magnet Academy	113	129	242
Porterville	Monache High	517	401	918
Porterville	Porterville High	459	374	833
Totals				2,890

Between the 11 high schools in Porterville, there are over 3,000 students that will graduate in the next 2 years.

ⁱ <http://quickfacts.census.gov/qfd/states/06/0658240.html>

ⁱⁱ <http://quickfacts.census.gov/qfd/states/06/0668154.html>

ⁱⁱⁱ <http://quickfacts.census.gov/qfd/states/06/06107.html>

^{iv} <http://www.dof.ca.gov/research/demographic/>

^v <http://www.labormarketinfo.edd.ca.gov/data/unemployment-and-labor-force.html>

^{vi} <http://www.labormarketinfo.edd.ca.gov/data/unemployment-and-labor-force.html>

^{vii} <http://nces.ed.gov/collegenavigator/?id=121363#programs>

^{viii}

<http://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/traProvidersResults.asp?menuChoice=traProviders&printerFriendly=&sortOnChar=&viewAll=&employerName=¤tPage=0&sortUp=&sortDown=&trainingProvider=Enter+Training+Provider+Title&trainingProviderType=0°reeOffered=&geogArea=0604000107&goTOPageText=>

^{ix} <http://etpl.edd.ca.gov> and <http://nces.ed.gov>

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<http://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/traProvidersResults.asp?sortOnChar=&viewAll=&menuChoice=traProvider&geogArea=0604000079&countyName=&trainingProviderType=0&hidTrainingProviderType=&trainingProvider=Enter+Training+Provider+Title&search=Search>

^{xi} ETPL approved courses for County of Tulare in Business Training, and IPEDS listing for Porterville

^{xii} <http://www.labormarketinfo.edd.ca.gov/data/employment-projections.html>

^{xiii} www.labormarketinfo.edd.ca.gov- Occupations with the most openings in Tulare County 2012-2022

^{xiv} <http://www.labormarketinfo.edd.ca.gov/cgi/dataanalysis/occprjReport.asp?menuchoice=occprj>

^{xv} <http://www.labormarketinfo.edd.ca.gov/cgi/dataanalysis/occprjReport.asp?menuchoice=occprj>

^{xvi}

<http://nces.ed.gov/globallocator/index.asp?search=1&State=CA&city=Porterville&zipcode=&miles=&itemname=&sortby=name&School=1&CS=A6B0A2CE>